



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

<u>Contract / Revision</u> 572129 /		<u>Alt Order #</u> 9809019
<u>Product</u> LOVE FOR UT-CD 4		
<u>Contract Dates</u> 09/05/12 - 09/06/12		<u>Estimate #</u> 905906
<u>Advertiser</u> Love/R/Congress		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 15.40
<u>IDB#</u> 1046	<u>Advertiser Code</u> LOVE	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC  
 814 King Street  
 Suite 400  
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/05/12	09/06/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$250.00	1.70			
N 2	13	09/05/12	09/06/12	M-F 11a-12p	11a-12p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$250.00	1.70			
N 3	13	09/05/12	09/06/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$1,200.00	6.00			
N 4	13	09/05/12	09/06/12	M-F 9p-930p	9p-930p		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---				1	\$1,200.00	6.00			
<b>Totals</b>										15.40		4	\$2,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/06/12	4	\$2,900.00	\$2,465.00
<b>Totals</b>	4	\$2,900.00	\$2,465.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9809019 Ver# 1 Status New Traffic Order# Printed: 08/30/2012 1:16 PM 1 of 2  
 EC'd Yes Last Received: 08/30/2012 1:06 PM  
 Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT Agency ( ) SMART MEDIA GROUP Rep Firm ( ) WASHINGTON  
 Advertiser ( ) POLITICAL 814 KING ST, SUITE 400 Sales Office ( ) DAN DRISCOLL  
 Product LOVE FOR UT-CD 4 ALEXANDRIA, VA 22314 Salesperson ( )  
 Estimate# 905906 Agency C/P1/P2/E LOVE/ORDR/905906 Salesperson Phone# 202-955-5342  
 Buyer Patricia Dome Flight Dates 09/05/2012 - 09/06/2012 Salesperson FAX# 917-206-9589  
 Phone# Hiatus Weeks  
 Fax#

--- CONTRACT COMMENT ---  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-  
 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES.  
 CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT  
 ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	11A-12P	NEWS	:30	\$250.00	09/05-09/05	1	1	1	\$250.00	
	Rating: 1.7											
	2	TH	11A-12P	NEWS	:30	\$250.00	09/06-09/06	1	1	1	\$250.00	
	Rating: 1.7											
	3	W	9P-930P	NEWS	:30	\$1,200.00	09/05-09/05	1	1	1	\$1,200.00	
	Rating: 6.0											
	4	TH	9P-930P	NEWS	:30	\$1,200.00	09/06-09/06	1	1	1	\$1,200.00	
	Rating: 6.0											

---REPORT TOTALS---  
 Report Totals: 4 / \$2,900.00

---SALES MONTHLY TOTALS---  
 Sep 12: 4 / \$2,900.00  
 Sales Totals: 4 / \$2,900.00  
 Station Totals: 4 / \$2,900.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
 Market Totals \$22,171  
 CABL 0% KDLU 0% KJZZ 0% KSL 59% KSTU 13%  
 KTVX 8% KUCW 0% KUTV 19% UNKB 0% UNKN 0%

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Traffic Order#

Ver# 1 Status New

Rep Order# 9809019  
 EC'd Yes

Station KSTU-TV SALT LAKE CITY, UT  
 Advertiser ( ) POLITICAL  
 Product LOVE FOR UT-CD 4  
 Estimate# 905906  
 Buyer Patricia Dome  
 Phone#  
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Agency ( ) SMART MEDIA GROUP  
 814 KING ST, SUITE 400  
 ALEXANDRIA, VA 22314  
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Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) DAN DRISCOLL  
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Books null  
 Demos RA35+